GALLERY 26

MODERN ART IN MODEST SIZE

"A good big painting is better than a good little painting" thinks the neophyte and his opinion receives reassurance when he visits galleries dealing in modern art and finds that paintings are sold by the square foot. "A 9' x 6'? yes sir, they run twenty-five hundred dollars; the 12' x 8' size is thirty-two hundred."

The cynic, on the other hand, quickly responds to the paradox of pricing quality on the basis of quantity with a witty reference to yard goods and dismisses forthwith all art produced in the present.

In fact, as a little thought will show, this is the only reasonable way that an honest merchant can sell contemporary works of art unless he is arrogant enough and presumptuous enough to try and settle questions of aesthetic quality on the spot. Even the old masters considered size when selling their own works. Measurement is an objective scale of reference, and, assuming that an artist's work will be on a relatively uniform level of quality, it at least provides a method of arriving at a sales figure that is not completely absurd.

Such a method, however, provides an advantage for the collector, particularly of modest means. If his taste is good, he can in many instances acquire fine examples by important artists at relatively low cost. The strictly measurable properties of the works of art have been properly labelled and priced. But the crucial area of quality, which yields only to the subjective - to taste and sensitivity - remains open to the connoisseur; and this is his only great advantage.

He must always be aware, however, that in many instances size does make a difference. A fine big canvas by Kline or Rothko is not at all the same as a small work by one of these artists. In some cases the whole character of the of the work is different. In a few instances the small works are not as significant as the large ones. There are, let it be said, cases where the reverse is true, where the works of a particular artist lose some of their quality when their dimensions are greatly inflated.

The present exhibition has been selected specifically to present works of art by important living artists which are of modest size and price but of a high level of quality.

ARTISTS

Karel Appel
Afro Basaldella
Dino Basaldella
Lee Bontecou
Robert Broderson
James Brooks
Leonardo Cremonini
Alan Davie
Sonia Delaunay
Herbert Ferber
Helen Frankenthaler
Elisabeth Frink
Terry Frost
Joseph Glasco
Adolph Gottlieb
Balcomb Greene
Patrick Heron
Hans Hofmann
Jasper Johns
Alfred Leslie
Jacques Lipchitz
Conrad Marca-Relli
Georges Mathieu
Luciano Minguzzi
Henry Moore
Ben Nicholson
Alicia Perez Penalba
Robert Rauschenberg
William Ronald
James Rosati
Kay Sage
Ludwig Sander
Day Schnabel
William Scott
Francois Stahly
Theodoros Stamos
Frank Stella
Antonio Tapies
Jack Tworkov
Esteban Vicente
James Wines
Adja Yunkers

We are grateful to the following lenders who made this exhibition possible:

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All the paintings and sculptures in this exhibition are for sale. For further information please call Extension 331 or 346.